# Staff Memorandum

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| To | Mayor A. Nuttall and Members of Council |
| Subject | Community Telephone Poll Homelessness |
| Date | February 4, 2026 |
| Ward | All |
| From | C. Harris, Associate Director of Communications and Customer Service |
| Executive Member Approval | R. James-Reid, General Manager of Access Barrie |
| CAO Approval | M. Prowse, Chief Administrative Officer |

**Background:**

The purpose of this memorandum is to provide members of Council with an update concerning the results of a community telephone poll conducted in December 2025. The poll was intended to gather opinions from residents on the City's approach to addressing homelessness and encampments and the City's investments in community safety.

The telephone survey polled 1000 Barrie residents (18 years of age or older), with equal distribution across wards. The statistically valid survey was conducted by Oraclepoll Research Limited for the City of Barrie.

The survey included the following five (5) questions:

- Do you support the City's additional investments to address homelessness and encampments in Barrie?
- Do you agree with the City's approach to removing encampments, as long as people living there have been offered shelter and support?
- The County of Simcoe handles social services in Barrie. Do you think the County should do more to address homelessness, addiction, and mental health?
- Do you think the City of Barrie's budget balances community services with keeping tax increases low?
- Do you support City Council's investments in policing, security, and reducing crime in Barrie?

**Survey Methodology:**

Oraclepoll used a mix of landline and cell phone numbers. The sample included an equal distribution from each of the ten wards. Only residents aged 18 or older were included.

Gender and age samples were also monitored to ensure they reflected community demographics. All surveys were done by phone by live callers at the Oraclepoll call centre.

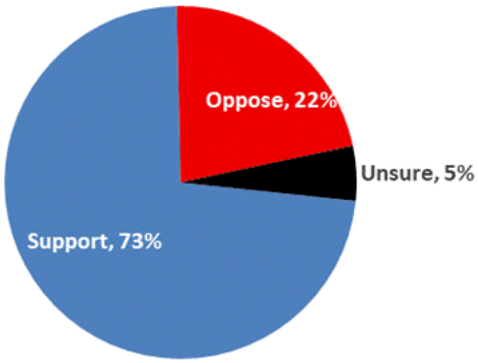
**Survey Logistics:**

Surveys were conducted between December 3 and December 8, 2025. Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If the vendor couldn't reach anyone at a number after five tries, they stopped calling it and replaced it with a new number.

**Survey Results:**

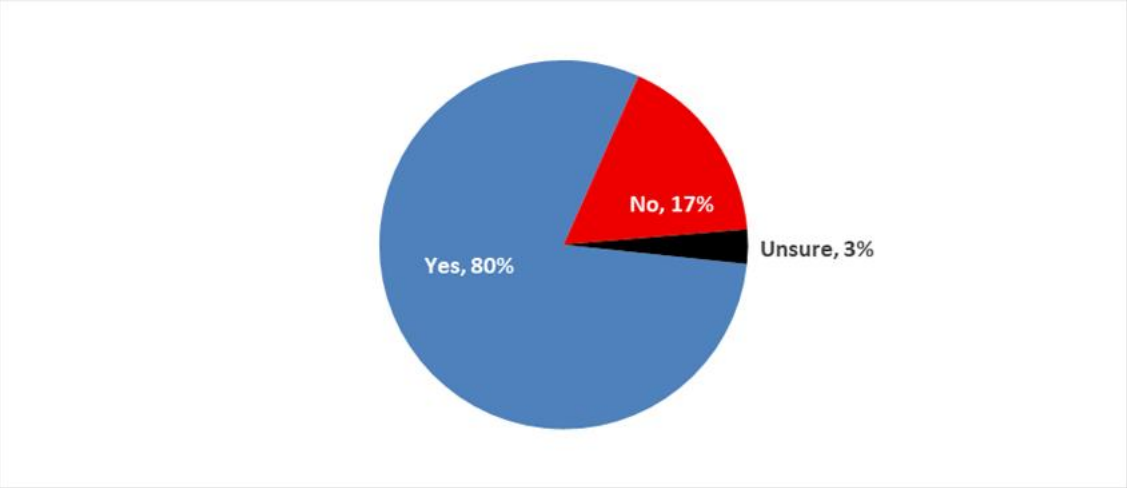
Result snapshots and analysis, per question asked, are presented below. Raw data of the results are presented in Appendix A.

**Q1. Do you support the City's additional investments to address homelessness and encampments in Barrie?**



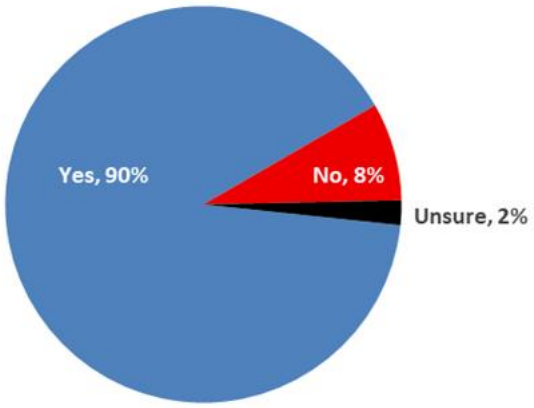

Results indicate that a strong majority of respondents—nearly three out of four—support the City's increased investment efforts to address homelessness and encampments.

**Q2. Do you agree with the City's approach to removing encampments, as long as people living there have been offered shelter and support?**



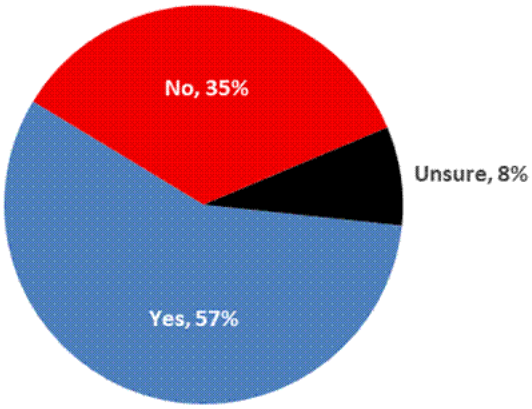

Results indicate there is broad public support (eight in ten) for encampment removals provided that shelter and support are provided.

**Q3. The County of Simcoe handles social services in Barrie. Do you think the County should do more to address homelessness, addiction, and mental health?**



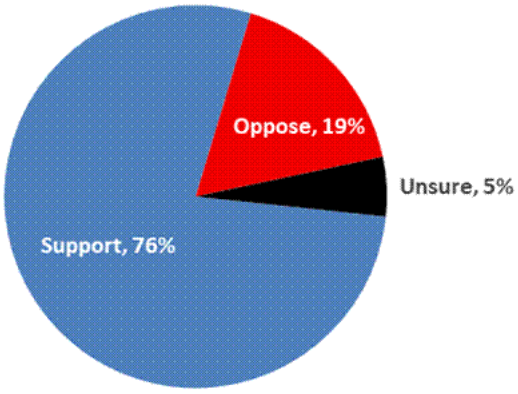

Results indicate an overwhelming majority of respondents (90%) believe the County should increase its efforts on these critical social issues.

**Q4. Do you think the City of Barrie's budget balances community services with keeping tax increases low?**




Results indicate a modest majority of respondents (just over half) believe the City's budget strikes an appropriate balance between service delivery and tax restraint, over one-third disagreed, and 8% were unsure.

**Q5. Do you support City Council's investments in policing, security, and reducing crime in Barrie?**




Nearly eight in ten surveyed support the City Council's approach to policing and crime reduction, with fewer than one in five expressing opposition.

## Appendix:

Appendix A – Results (raw data)

**Q1. Do you support the City's additional investments to address homelessness and encampments in Barrie?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | **Support** | 731 | 73.1 |
| | **Oppose** | 218 | 21.8 |
| | **Unsure** | 51 | 5.1 |
| | **Total** | 1000 | 100.0 |

**Q2. Do you agree with the City's approach to removing encampments, as long as people living there have been offered shelter and support?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | **Yes** | 798 | 79.8 |
| | **No** | 173 | 17.3 |
| | **Unsure** | 29 | 2.9 |
| | **Total** | 1000 | 100.0 |

**Q3. The County of Simcoe handles social services in Barrie. Do you think the County should do more to address homelessness, addiction, and mental health?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | **Yes** | 896 | 89.6 |
| | **No** | 79 | 7.9 |
| | **Unsure** | 25 | 2.5 |
| | **Total** | 1000 | 100.0 |

**Q4. Do you think the City of Barrie's budget balances community services with keeping tax increases low?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | Yes | 566 | 56.6 |
| | No | 350 | 35.0 |
| | Unsure | 84 | 8.4 |
| | Total | 1000 | 100.0 |

**Q5. Do you support City Council's investments in policing, security, and reducing crime in Barrie?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | **Support** | 764 | 76.4 |
| | **Oppose** | 188 | 18.8 |
| | **Unsure** | 48 | 4.8 |
| | **Total** | 1000 | 100.0 |

**D1. Into which of the following age groups may I place you in?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | **18-29** | 119 | 11.9 |
| | **30-39** | 182 | 18.2 |

| | | | |
|---|---|---|---|
| | 40-49 | 133 | 13.3 |
| | 50-59 | 165 | 16.5 |
| | 60-69 | 147 | 14.7 |
| | 70 or older | 139 | 13.9 |
| | Refused | 115 | 11.5 |
| | Total | 1000 | 100.0 |

**D2. Into which of the following categories does your annual household income fall?**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | Under $50,000 | 283 | 28.3 |
| | $50,000 - $74,999 | 268 | 26.8 |
| | $75,000 - $99,999 | 196 | 19.6 |
| | $100,000 or more | 115 | 11.5 |
| | Refused | 138 | 13.8 |
| | Total | 1000 | 100.0 |

**D3. Gender**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | Male | 498 | 49.8 |
| | Female | 502 | 50.2 |
| | Total | 1000 | 100.0 |

**WARD**

| | | Frequency | Valid Percent |
|---|---|---|---|
| | Ward 1 | 100 | 10.0 |
| | Ward 2 | 100 | 10.0 |
| | Ward 3 | 100 | 10.0 |
| | Ward 4 | 100 | 10.0 |
| | Ward 5 | 100 | 10.0 |
| | Ward 6 | 100 | 10.0 |
| | Ward 7 | 100 | 10.0 |
| | Ward 8 | 100 | 10.0 |
| | Ward 9 | 100 | 10.0 |
| | Ward 10 | 100 | 10.0 |
| | Total | 1000 | 100.0 |

## Memo Author:

Cheri Harris, Associate Director of Communications and Customer Service, Marketing and Communications Department.

## File #:

N/A

## Pending #:

N/A